



NLE Quick Tip: The Importance of Your Cell Phone

**Presenter: Greg Doersching, President of Next Level Coaching
& Managing Partner of Next Level Exchange**

One of the most important trends in recruiting is recognizing the shortage of candidates. Recruiters comment that it is harder and harder to get candidates to talk. While always thinking of finding new people, how do you find someone who's looking right now? Imagine creating a way to have new contacts coming to you.

In this NLE Quick Tip, Greg shows a simple tool you can create with your cell phone for conversations in your power contact network.

Meeting: "The Importance of Your Cell Phone" by Greg Doersching

If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.

(Facilitator): Make sure the candidates in your pool have a way to quickly reach you when the time comes for them to make a change. How do you make sure YOU are their first call? Below is data that shows how often candidates are using their mobile phones. This is why it's so essential that you are easy to find in your candidate's contact list.

- Despite our attempts to curb our phone use, we're connected to our phones more than ever. Americans now check their phone an average of 96 times a day – that's once every 10 minutes!
Source: *Global Tech Company Asurion*
- Smartphone dependency has increased by 20% during the past two years.
Source: *Global Tech Company Asurion*
- The average American spent 4.8 hours a day on mobile devices in 2021.
Source: *Mobile analytics firm App Annie*
- The number of people who use their smartphones to search for jobs has dramatically increased in the last eight (8) years. In 2012 2.3 million people a month in the United States were searching for jobs on their smartphones. In 2020 that number skyrocketed to 22.6 million!
Source: *CommSource*
- 67% of job applications were completed on mobile devices.
Source: *HCM Technology Report*

Conclusion – Candidates are utilizing smartphones in a variety of ways every day. If it is their primary communication tool, make yourself a part of it.



1. Create a work contact on your cell phone. Add the company name or logo instead of your picture.

2. What goes on each line of your new contact profile?

- Line 1 _____
- Line 2 _____
- Line 3 _____

3. Fill in contact information accordingly.

Next, script out what you will say to your candidates to get them to save your contact information on their phones.

Facilitator: Have your team share their scripts to hear different approaches.

Make sure you create a way for candidates to easily find you on the one thing they are never without—their cell phone!